

NEWS

Honorary Chairmen: Milton Eisenhower

Marion Folsom

Executive Director: Robert Mullen

April 27, 1953

June 2 Deadline Clarified

Considerable clarification of the meaning of the so-called June 2 "deadline" emerged from hearings of the Senate Interstate Commerce and Foreign Commerce Committee on April 16 and 21. Called by Senator Charles W. Tobey (R) New Hampshire, chairman of the committee, they were attended by all members of the FCC.

A high point came near the conclusion when the new FCC chairman, Rosel H. Hyde stated: "If there is any doubt about it now on the record, I would reiterate...that there is no time limitation upon an educational reservation."

The attitude of the Senate Committee was most friendly. Senators Bricker, Capeheart, Johnson, Pastore, Smathers and others expressed the opinion that educators should be allowed a reasonable time in which to act.

Commented Television Digest: "Importance of the Senate Committee's disposition to favor more time can't be underestimated; when that Committee makes its wishes known, the FCC usually accedes."

However, from the discussions between members of the FCC and the Senate Committee, it became clear that doubt exists whether the Commission can continue its prohibition of petitions for altering the television allocation table beyond June 2.

Former FCC Chairman Paul A. Walker explained that it was the FCC's intent to set aside the educational channels indefinitely,

just as allocations are made for fire, police, industrial and other purposes. The Commission worked for three years to develop the table of allocations, he pointed out, and then simply said that it wanted a breather of one year before it would listen to any pleas for changing the table, whether the petition concerned a commercial or non-commercial channel. That, it was emphasized, was the significance of the June 2 date.

The Senate Committee and FCC members considered how educators could be assured of ample time in which to act. Senator Tobey said he wished the FCC would see that educational TV stations were available "until Hell freezes over," and that "generations unborn will be the ones who will benefit by this."

To those who observed the hearings one point remained dominant: The best protection for the channels is continuous, persistent interest on the part of educators and civic leaders in the channels, and an effective determination to put them to use as soon as possible.

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Mass. Planning Three Stations

Three promising developments were announced in Massachusetts this month. The first was the application to the FCC for two additional channels in Western Massachusetts, at Amherst and North Adams. The second was the pledge of \$500,000 for construction of a station in Boston. And the third was the formation of the Massachusetts Citizens Committee for Educational Television.

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News Briefs...

The Greater Washington Educational Television Association, Inc. of Washington D. C. was organized on April 10 with Dr. Martin A. Mason, Dean of the School of Engineering at George Washington University as chairman of the Board of Trustees.

The Association is moving forward with plans for a financing drive and for filing an application with the FCC for a non-commercial station on Channel 26.

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KUHT-TV, Houston, Texas, on April 13 received the first \$10,000 Emerson award promised to the first ten educational TV stations to go on the air. The Houston station will open officially May 4.

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PTA members in Denver, Colorado, will contribute \$2,150 toward the support of Denver's educational TV station on Channel 6. Mrs. H. D. Saliman, president of the Denver City Council of the PTA, said that contributions budgeted from 43,000 members in the Denver area would average 5¢ apiece. Application for the Denver channel will be filed in May.

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Robert E. Wilson, Chairman of the Board, Standard Oil Co. of Indiana, has urged Chicago chemists to contribute individually toward the financing of Channel 11. His plea was made in the April issue of Chemical Bulletin, published by the Chicago section of the American Chemical Society.

"The real job of television," Mr. Wilson said, "is to show things that must be seen to be understood or fully appreciated. Television is therefore made to order for the physical sciences."

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The Westinghouse Electric Corporation has offered the free use of its FM tower for Pittsburgh's educational TV station.

Massachusetts (cont.)

The offer of \$500,000 by the Filene Fund, the Lowell Institute, the Twentieth Century Fund, the Lincoln and Theresa Filene Foundation and the Fund for Adult Education, was made contingent upon the raising of funds for the station's operation and maintenance.

At its first meeting on April 21, the Massachusetts Citizens Committee worked on organization problems and elected a board of ten directors from the 28 member groups and institutions. A spokesman for the committee anticipates that membership will mount to about 50 institutions in two weeks.

With full membership, the citizens committee will be broadly representative of Boston and the surrounding communities. Parent-teacher associations, colleges, universities, women's clubs and societies are some of the groups represented.

The committee, whose primary objective is the utilization of Channel 2 in Boston, will also cooperate with the groups in Western Massachusetts.

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Penn. Network Recommended

A six-station non-commercial network was recommended for Pennsylvania on April 1 by Governor Fine's Committee for Educational TV. A bill, introduced in the legislature April 8, would provide money for the construction of five of these stations. The sixth, in Pittsburgh, already has grants from private foundations totalling \$300,000.

Since the FCC has reserved only four educational TV channels for Pennsylvania, the Committee will apply for two additional channels, one in the Wilkes-Barre-Scranton area and the other in the Harrisburg-York area. The proposed six-station network would bring 86% of the state's population within range of one or more of the stations.

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Editorial Comment

From the St. Louis Post Dispatch, April 5

"No one would argue, any more, about the golden promise of television--its powers to teach the young and instruct adults, to provide a broader culture and better citizenship. The fulfillment of this promise is close to St. Louis--as close as a few months.

"Everybody who has a TV set in this area also has a stake in the use of Channel 9. That should mean 500,000 investments in the future of educational TV. For the success of the project now rests with the vast audience which will benefit from it."

* * *

From the St. Louis Post Dispatch, April 6

"Delay in this promising enterprise (an educational TV station at Champaign-Urbana) at the University of Illinois would be bad enough. Permanent loss would be a blow not only to education in Illinois, but to experimentation and development of educational TV generally...The FCC knew what it was doing when it allotted a channel for educational purposes to a university which has pioneered in many services and benefits for the taxpayers who support it."

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From the Providence, R.I., Journal, April 6

"The state of Rhode Island has decided to make application in Washington for an educational TV channel, and Governor Roberts has promised up to \$10,000 from his contingency fund for the purpose...We believe the proposed application is a necessary stop gap to prevent Rhode Island being shut out of the field altogether.

"The ideal arrangement for Rhode Island... where a single station could do the job for a an entire state...would be a set-up organized, supported and run co-operatively by a combine of private, non-commercial interests--colleges, universities, libraries and the like--with government participating through its school system, but not dominating the question. This is the pattern that is emerging in many other communities..."

From the Des Moines, Iowa, Tribune, April 9

"The Des Moines Citizens School Committee has offered its services to the Des Moines School Board and adult education council to bring together all groups in the community interested in the problem of educational TV. The formation of a centralized Des Moines educational TV council is long overdue, for without such an agency the city has lacked the means of promoting either informed discussion of the educational TV question or specific action on it."

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From the Topeka, Kansas, Capital, April 8

"One of the serious oversights by the 1953 Legislature was to let the proposed joint operation of a TV station by the two big state schools (University of Kansas and Kansas State College) go by the board..."

"Those states, including Kansas, that are dragging their feet on this important modern aid to education will rue the day their governors and legislators lacked progressive vision."

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Calif. Committee Outlines Policies

The Citizens Advisory Committee appointed by Governor Warren to make recommendations on educational TV for California, where eight non-commercial channels are reserved, announced on April 7 that it favors:

1. Local communities and organizations filing applications with the FCC for educational stations.
2. State aid for engineering surveys and legal help in making applications if the community asks for such assistance.
3. School boards spending money for educational TV programs on both commercial and non-commercial stations.
4. Local control, operation and programming of each educational station.
5. A two-year extension of the FCC's June 2 deadline.

News Briefs (cont.)

Three Utah attorneys are exploring the possibility of setting up a non-profit corporation to be called the Utah Educational TV Foundation. Their action was the result of a meeting called April 3 to protect the public interest in Salt Lake City's Channel 7. Representatives from a dozen school, college, church and other community groups attended the meeting.

(Utah's Governor, J. Bracken Lee, on March 19 vetoed the educational TV bill which would have set up a state TV commission and would have appropriated \$250,000 to build a TV station in Salt Lake City.)

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The New Jersey Commission for Educational TV on April 3 was given another year by the legislature in which to continue its work.

HIGHLY RECOMMENDED

UNESCO Courier, March issue. Articles include: The World TV Picture, The British Approach to Educational TV, France's Unique Contribution to TV for the Many, The Case For and Against School TV and College Courses by TV. Price 20¢

Television and Education in the U.S., by Charles Siepmann, New York University Professor of Communications. A report on experiments in the use of TV for education. 131 pages. Price \$1.00

These two UNESCO publications can be ordered from the International Documents Service, Columbia University, 2960 Broadway, NY, NY.

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The Current Status of Educational TV, by Walter B. Emery of the Joint Committee on Educational Television, reprinted from the April issue of The Quarterly Journal of Speech. A 16-page summary and discussion of developments in educational TV during the past year.

There is no charge for this article which can be ordered from the JCET, 1785 Massachusetts Avenue, Washington, D.C.

The Oklahoma Legislature on April 3 set up an educational TV authority to start work on a state-wide TV system.

* * *

A non-profit corporation, to be known as the Greater Toledo Educational TV Foundation Inc., is being organized in Toledo, where it is hoped that a fund-raising campaign will be under way by June 2.

* * *

The Chicago Educational Television Association received its certificate of incorporation April 19. The Association is a non-profit corporation which hopes to operate a noncommercial television station on Chicago's Channel 11.

Among the conclusions Professor Siepmann drew from his research for Television and Education in the United States are these:

1. The possibilities of instruction by TV along the lines of traditional correspondence courses are promising. People in considerable numbers are prepared to make some sort of payment in return for instruction by remote control.
2. Closed-circuit TV seems already to be clearly established as an aid in training provided by universities and medical schools. Properly handled it would enable specially gifted lecturers to be heard and seen by entire student bodies.
3. Experimental work at Iowa State College suggests that TV, imaginatively used, is an excellent means of stimulating city-wide discussion of local problems.
4. TV programs can, and do, create good will for the university or college and help bring the general public fuller knowledge of the opportunity of "on-campus" education.

Newsweek's April 27th issue carries a full-page article on educational television entitled "TV the Teacher."

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